



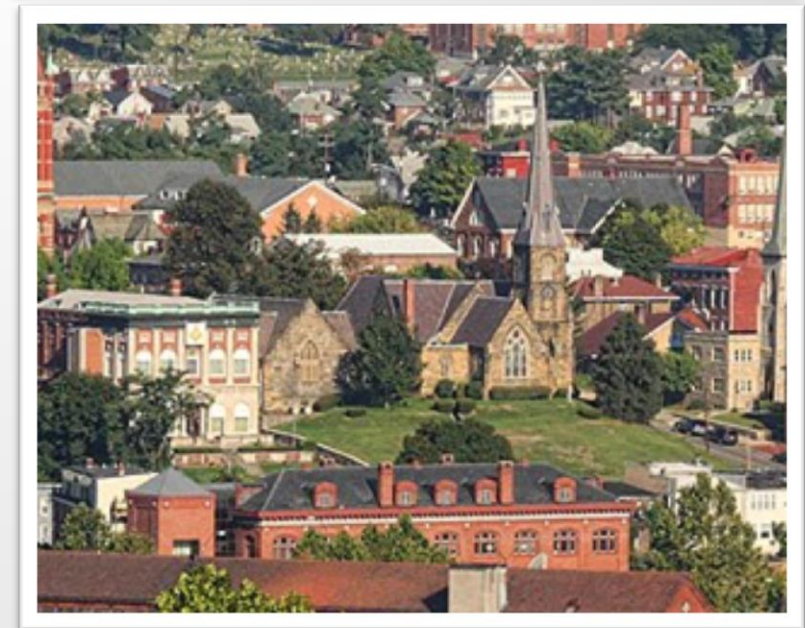
PRESERVE MARYLAND

Draft for Public Comment
September 30, 2013

*Prepared by the Maryland Historical Trust
Maryland Department of Planning*

PreserveMaryland Draft Outline

- PreserveMaryland Vision & Goals
- Planning for the Future of Maryland's Past
- Planning Process, Definitions
- Five Goals: Connect with Broader Audiences, Improve the Framework for Preservation, Expand and Update Documentation, Build Capacity and Strengthen Networks, Collaborate Toward Shared Objectives
- Regional Issues
- Immediate Action Steps



PreserveMaryland Vision and Goals

2013-2018 Vision for Historic Preservation in Maryland:

The preservation community in Maryland has sufficient public and private support to identify, document and protect places of historic and cultural significance to all Marylanders.

PreserveMaryland Plan Goals:

PreserveMaryland, the statewide preservation plan for 2013-2018, calls upon public agencies, private organizations and individuals involved in preservation to improve upon the State's current commitment through five key goals:

- Connect with Broader Audiences;
- Improve the Framework for Preservation;
- Expand and Update Documentation;
- Build Capacity and Strengthen Networks; and
- Collaborate Toward Shared Objectives.

These goals and the recommended actions for each goal were developed in consultation with the public, state agencies involved in preservation efforts, and staff at the Maryland Historical Trust.

PreserveMaryland envisions a one-three year timeframe for most actions, while a few key long-term recommendations are listed as "Five-Year Initiatives" for each goal.

Planning for the Future of Maryland's Past: The State's Commitment

Through programs administered by the Maryland Historical Trust (MHT) and other agencies, the State has demonstrated its strong commitment to preservation through heritage tourism, promoting sustainable communities and protecting places of importance to Maryland's diverse heritage. In addition to the targeted programs listed below, MHT is active in preservation planning, state and federal project review and compliance, terrestrial and underwater archaeology, survey and designation, and museum and local government assistance.

Heritage Tourism. Funding for heritage tourism flows primarily through the Maryland Heritage Areas Authority to preservation and educational projects in the state's 12 certified heritage areas. Each heritage area has its own management plan, based in part on the historic contexts prioritized for preservation and interpretation within each heritage area, and the program has an overall strategic plan. [link]

Community Revitalization. Financial assistance for owners of historic properties comes through the Sustainable Communities Rehabilitation Tax Credit, which incentivizes preservation as a key part of sustainable community planning. Maryland's successful Main Street program, administered through the Department of Housing and Community Development, also ties into the state's community revitalization priority and commitment to Smart Growth.

African American Heritage Preservation Grant Program. While bricks-and-mortar funding for preservation has been reduced in recent years, MHT works in partnership with the Maryland Commission on African American History and Culture to administer \$1 million in annual grants to preserve places important to African American heritage.

Planning for the Future of Maryland's Past: Identifying Gaps and Moving Forward

Over time, public and private resources have shifted away from earlier preservation priorities, which has in some cases created gaps in the identification, evaluation, registration and treatment of important historic properties. Through the PreserveMaryland planning process, the Maryland Historical Trust sought to identify these gaps and make recommendations to address them.

Funding for survey and documentation of historic resources and the prioritization of future survey and documentation efforts ("Expand and Update Documentation"), as well as funding for capital projects and assistance to historic and cultural museums ("Improve the Framework for Preservation") are all areas where public outreach indicated a need for renewed focus and investment. As part of the PreserveMaryland plan, MHT's Office of Research, Survey and Registration and the Museum Assistance Program will conduct needs assessments of local governments and the museum community, respectively, to better understand those gaps and define strategies for moving forward. The outcomes of these needs assessments will be incorporated into the plan as it evolves over time.

In addition to recommendations related to the identification, evaluation, registration and treatment of specific historic properties, the PreserveMaryland process indicated many ways in which the historic preservation community can work together and more collaboratively to improve the outcomes of historic preservation efforts overall ("Build Capacity and Strengthen Networks" and "Collaborate Toward Shared Objectives"). These recommendations, coupled with the "gap analysis" described above, form the core of the preservation plan.

Planning for the Future of Maryland's Past: Integrating PreserveMaryland with Other Plans

The Maryland Historical Trust is part of the Maryland Department of Planning, which enables data-sharing and close collaboration between preservation planning and other statewide planning efforts. All state and local plans, including PreserveMaryland, are informed and guided by the 12 visions articulated in PlanMaryland, particularly "Quality of Life and Sustainability," "Public Participation," "Community Design," "Resource Conservation," and "Stewardship" (<http://plan.maryland.gov/whatIsIt/12visions.shtml>).

We worked with representatives from state agencies and commissions, including (but not limited to) the Department of Natural Resources, Department of Transportation, Department of Housing and Community Development, in developing and vetting the recommendations for PreserveMaryland. Where possible, we solicited and included relevant recommendations from partner agency plans.

Many of the recommendations in the PreserveMaryland plan seek to move the statewide preservation community – including state agencies and commissions – to a place where we can, together, improve the identification, evaluation, registration and treatment of important historic properties. We recognize the need for better information-sharing ("Build Capacity and Strengthen Networks") and collaboration ("Collaborate Toward Shared Objectives") that will help us create the systems and resources that we need to plan well for the future. PreserveMaryland provides us with a roadmap for future success.

[TO BE ADDED: embedded interactive map showing statewide preservation entities and resources, including the Maryland Inventory of Historic Properties, National Register of Historic Places, Heritage Areas, Main Streets, Certified Local Governments, Local Commissions, Scenic Byways]

Summary of PreserveMaryland Planning Process

Phase	Date
Analyzed existing materials and incorporated concepts	Nov- Dec 2102
Interviewed key stakeholders - 20 interviews Solicited input on priorities, issues, challenges, and recommendations.	Jan – Apr 2013
Conducted online survey – 582 responses Obtained public views on state of preservation and opinions on existing programs and views on focus areas	Feb – June 2013
Conducted public forums Facilitated discussion on themes from surveys and generated discussion on next steps <div> Hagerstown Greenbelt Prince Frederick Chestertown Salisbury Baltimore Jefferson Patterson Museum (Archaeology) </div>	May- June 2013
Analyzed public feedback and drew conclusions	July – Sept 2013

What PreserveMaryland IS

- A statewide preservation plan that includes five-year goals and recommended actions for the whole preservation community in Maryland
- Focused on actions that are **realistic** and **achievable**, given available resources
- Developed with the public: “What We Heard” segments for each goal are based on feedback from a public survey, six regional forums, stakeholder interviews and interviews with Maryland Historical Trust staff



What PreserveMaryland Is NOT

- The Maryland Historical Trust's workplan. PreserveMaryland will inform the agency's internal workplan and help set priorities. Not all of MHT's programs figure prominently into the PreserveMaryland actions.
- Mandatory for all. While one key aim of the plan is to help the preservation community pull in the same direction, toward the same goals, we recognize that some communities and groups may elect to follow different preservation priorities.





First, some definitions...

"Preservationist" is someone with an active involvement and/or background in historic preservation, cultural and historic museums and sites, cultural preservation, archives, or archaeology.

"Local preservation organization" is any group that seeks to protect or interpret historic or prehistoric places, objects, papers and intangible heritage as part of its mission.

"Local commission" refers to county or city historic district commissions or preservation commissions, as well as professional and volunteer staff to those commissions.

Connect with broader audiences: Overview

In survey responses and public forums, PreserveMaryland participants voiced strong concerns about the public perception of historic preservation and the need to reach out to key constituents with educational opportunities and positive messages. Indeed, some participants in both the survey and the forums demonstrated opposition to preservation and Maryland's commitment to preservation activities, viewing preservation as anti-development or a threat to private property rights.

Based on the feedback received through the planning process, Maryland preservationists recognize that they are a small and fairly insular group, and that the movement needs to be more inclusive and more diverse to build support and save more historic places. PreserveMaryland participants suggested many different target audiences for better communication, which may be part of the problem – with too few resources to reach everyone, the preservation message ends up reaching almost no one. To help set priorities on the state and local level, we have indicated the top five audiences identified by PreserveMaryland participants in the following “What We Heard” segment.

Connect with broader audiences

What we heard (key participant feedback, analysis)

- Survey and forum participants expressed strong concerns about the perception of historic preservation in Maryland and the need to reach out to key constituents with educational opportunities and positive messages.
- “If we can explain preservation well enough, everyone will understand and be inspired!” Case studies of effective outreach do not support this. To motivate people to save historic places, we need to find new ways to connect to the hearts and minds of others.
- Each audience will require a tailored message, and the messengers would best come from within the audience itself. Identified audiences include:
 - Public officials
 - Property owners in historic districts
 - Realtors and Developers
 - “Local preservationists”, a market subset of the general public identified by the National Trust for Historic Preservation
 - Children (K-12)
- Preservation Is Local. People care most about the historic places in their own neighborhoods and communities – those places that are part of their daily lives, their memories, or their family’s history. Local advocates should take lead on outreach that will resonate most in their own communities, with the statewide organizations and agencies providing support for those efforts.

What we need to do to *CONNECT*

What	Who
STATEWIDE	
Share positive preservation stories and provide links via a Preservation Maryland web page and multiple social media outlets.	Web page/social media –Preservation Maryland Uploads – Local preservation organizations, Heritage Areas, MHT
Sponsor “Preservation Tuesdays” on MHT web site and social media outlets – Section 106 success stories, grant news etc.	MHT
Coordinate a preservation component to Maryland Day at all heritage areas.	Heritage Area Coalition
Develop a suite of model materials, including print and electronic media, for use in connecting visitors and residents to local heritage and historic places.	MD Office of Tourism, MHAA, MAHM, MHT

What we need to do to *CONNECT*

What	Who
COUNTY AND LOCAL	
Share positive preservation stories and provide links via a Preservation Maryland web page and multiple social media outlets.	Web page/social media –Preservation Maryland Uploads – Local preservation organizations, Heritage Areas, MHT
Select advocacy projects with high public relations potential, and develop communications plans for each project. Some groups may need to recruit staff or volunteer assistance.	Local preservation organizations, Local commissions
Develop educational or outreach programs that are 1) easy to access with little preservation training; 2) engage a new constituency; and 3) help educate people about the history of their own community.	Local preservation organizations, especially historic and cultural sites
Create local training programs and/or roundtables to target realtors and developers. Model after existing successful programs.	Local commissions, Local preservation organizations, Main Street
Create a “welcome basket” of materials, with information about preservation incentives, for commercial and residential property owners in historic districts.	Local commissions, Main Streets, Local preservation organizations (MHT assistance)

What we need to do to *CONNECT*: Five-Year Initiatives

What	Who
Share results of marketing study to assist local preservation groups in executing their own marketing efforts.	Preservation Maryland
Connect with K-12 Educators <ul style="list-style-type: none"> • Using STEM program, encourage understanding of archaeology and historic building techniques • Connect with History Day • Promote best practices for developing curricula and teaching material 	Maryland Dept of Education, MHT, MHAA, Archaeology Society of Maryland, Maryland Council for Social Studies, Maryland Humanities Council
Explore partnership opportunities with youth and conservation/Smart Growth organizations <ul style="list-style-type: none"> • Scouts – Merit badge • Youth Corps • Local land Conservancies • Cyclists 	Local preservation organizations
Create workshop for local groups on strengthening advocacy and communications.	Preservation Maryland, MHT, Local preservation organizations
Start a Historic Homeowners group or web page to provide useful info on maintenance. Create workshops and documents.	Preservation Maryland with Local commissions, Local preservation organizations, MHT

[TO BE ADDED]

Connect with broader audiences: Resources

- Sidebar on “10 Tips for Using Social Media”
- Sidebar on “Local Preservationists” ?
- Case Study Ideas: Friends of West Baltimore Squares, skipjacks/interpretation for John Smith Trail, realtor training in Annapolis

IMPROVE the framework for preservation: Overview

Federal, state and local laws, as well as public programs and government agencies, make up the legal and regulatory framework for preservation. In general, the framework supports two kinds of activities: preservation regulation and preservation incentives.

Regulation. Almost all regulation related to preservation – that is, laws that dictate what you can and cannot do with historic property – occurs on the local level, through local preservation ordinances. The state enables these powers but does not control how local jurisdictions use them. Federal and state agencies do have regulatory roles for properties that are owned by, subject to action by, or receive permits or funding from a state or federal entity.

Incentives. Many incentives exist for preservation activities, including incentives from agencies and entities that do not have preservation as a primary focus. The most prominent incentive is the rehabilitation tax credit, which exists on the federal, state, and sometimes local level. Most incentives require adherence to preservation standards, which can seem like regulation – but the incentives are voluntary, not universally applied.

The Roles of Agencies and Advocates. Agencies and other government entities operate according to statute and regulations. They administer public incentive programs and, in some cases, provide technical assistance to individuals and entities engaged in preservation. Non-profit and private advocates can (and frequently do) challenge agencies to interpret statutes and regulations in certain ways, through public hearings, public comment, and public relations. Advocates can also lobby to add new legislation supporting preservation, to alter or amend existing legislation, and to appropriate funds for preservation.

IMPROVE the framework for preservation

What we heard (key participant feedback, analysis)

- Although many state and local government programs operate effectively – Main Street and Heritage Areas were often cited as positive examples – preservation efforts across the state have suffered from dwindling funding and technical assistance, particularly from Maryland Historical Trust, which has experienced numerous staff and program cuts.
- Even dedicated preservationists have a difficult time navigating the regulatory process and incentives. State and local government entities should find ways to simplify the procedures, improve customer service, and make saving historic places easier for the general public.
- Preservation organizations and local governments are sometimes reluctant to pursue state funding because of concerns about easement requirements. MHT's review of tax credit projects is viewed by some as very conservative, which may be an obstacle to public participation.
- Training and support for local preservation commissions and staff have dwindled and has resulted in weakened effectiveness. Public perception has suffered in some communities, which reflects badly on all preservation efforts.

[TO BE ADDED: Chart showing legal and regulatory framework for preservation; MHT programs; local programs]

What we need to do to *IMPROVE**

What	Who
STATEWIDE	
Conduct needs assessment of the historic and cultural museum community to provide targeted assistance to most vulnerable resources.	MHT, Maryland Association of History Museums (MAHM), Small Museum Association (SMA)
Develop online guidance and training on the use of new materials in historic districts, with the goal of “striking a balance” for property owners.	Maryland Association of Historic District Commissions (MAHDC) and MHT, in coordination with local commissions
Continue and accelerate the training programs for local commissions. Execute the additional modules which have been proposed.	MAHDC
Simplify tax credit process for small commercial projects to stimulate more activity.	MHT
Create public outreach plans for state programs and incentives. Evaluate ways to simplify paperwork, access and processing time.	MHT; outreach includes Preservation Maryland, Main Street, local preservation organizations, local commissions
Fund a circuit rider to provide technical assistance to local commissions.	MHT, MAHDC

*Note: Documentation and Survey needs are addressed in a separate chapter.

What we need to do to *IMPROVE*

What	Who
COUNTY AND LOCAL	
Create public outreach plans for local programs and incentives. Evaluate ways to simplify paperwork, access and processing time.	Local commissions, working with MHT, Main Street, local preservation organizations
Create and share local “best practice” case studies (e.g., tax credit, technical practices, construction best practices, code enforcement).	Local staff; share with MAHDC and MHT for broader dissemination
Bring processes in line to qualify for Certified Local Government status.	Local governments not currently in CLG program
Promote the creation of local programs to protect archeological resources at the county level.	Local commissions
All commissioners and staff participate in MAHDC training program.	Local commissions

What we need to do to *IMPROVE*: Five-Year Initiatives

What	Who
STATEWIDE	
Identify, and eliminate or reduce conflicts with, state-administered programs (e.g., EPA guidelines on lead abatement) that create obstacles to preservation.	MHT, state agencies
Create guidance and share “best practices” case studies with local governments regarding archaeology review.	MHT
Build on MAHDC and MHT training and guidance to create a comprehensive training program for local governments.	MHT, MAHDC
Migrate incentive programs and regulatory processes to fully/primarily online systems. For MHT, requires new investment in systems and staff.	MHT, Local commissions

[TO BE ADDED]

IMPROVE the framework for preservation: Resources

- Case studies Montgomery County tax credit, MAHDC/MHT online training program
- Map of Certified Local Governments, box: “What is a CLG?”

Expand and *UPDATE* documentation

OVERVIEW

The first step in planning for historic properties, at the local or statewide level, is understanding what you have. The Maryland Historical Trust maintains the Maryland Inventory of Historic Properties, which includes detailed information about potential historic structures and sites. In some cases, these properties have been determined eligible, or not eligible, for listing in the National Register of Historic Places, which is maintained by the National Park Service.

Data from the National Register and the Maryland Inventory of Historic Properties forms the primary basis for preservation planning by the Maryland Historical Trust. This data also informs decision-making in all of the Maryland Historical Trust's programs, including grant-making, project review, and tax credit review.

Counties and municipalities may also maintain inventories of historic places according to state, federal and/or local standards for historic and architectural significance. The standards used by local jurisdictions vary widely, as do the systems for maintaining and updating this information and sharing data with the Maryland Historical Trust. As such, there is room to improve the data collection and sharing critical to establishing historic contexts and planning for historic preservation efforts.

[TO BE ADDED: map with Maryland Inventory of Historic Properties and National Register of Historic Places, filter to show dates of surveys]

Expand and *UPDATE* documentation

What we heard (key participant feedback, analysis)

- Maryland lacks up-to-date data about existing and potential sites, and documentation frequently takes place in emergency situations, rather than in a coordinated, proactive way. A dedicated funding source, particularly one that takes emerging threats into account, is necessary.
- Shared local and state priorities for expanding data collection would help make new efforts most effective. Popular interest in areas such as Modernism or African American heritage does not always translate into research that planners and the public can access.
- While progress has been made to reach all communities, more work is needed to tell the “whole Maryland story.” Diverse community partners must be encouraged to document under-represented heritage, especially emerging 20th century themes such as civil rights.
- Local groups often have trouble using the Maryland Inventory of Historic Properties form when they need to quickly or inexpensively assess, plan for, and/or document historic neighborhood and commercial districts – particularly without survey funding available from MHT. Local and state survey results need to be widely accessible in electronic, searchable databases.
- It is difficult to extrapolate the state’s current data on individual historic resources, sites and districts into historic contexts (that is, to understand the “historic fabric” versus “objects in a landscape”), when a more contextual approach might be helpful for state and local planning.

What we need to do to *UPDATE*

What	Who
STATEWIDE	
Conduct needs assessment of local governments related to documentation and survey. Identify gaps; develop statewide priorities.	MHT, MAHDC
Increase funding for survey and research to achieve PreserveMaryland goals and support state and local documentation efforts.	MHT
Prioritize easement properties for documentation; complete baseline documentation.	MHT
Develop guidance for local groups planning for historic properties without resources necessary for MIHP-level survey.	MHT, MAHDC
As part of statewide workshop series, hold day-long training on survey and documentation issues. Address “best practices” for priority themes or difficult resource types, such as cultural landscapes.	MHT, National Park Service, MAHDC; Department of Natural Resources and State Highways Administration (for cultural landscapes)
Complete project to digitize the existing MIHP data to allow searches and analyze data such as type of construction, region, building use. Post on MHT website.	MHT

What we need to do to *UPDATE*

What	Who
COUNTY AND LOCAL	
Based on MHT-led needs assessment, update MIHP inventories and add new surveys. Establish local priorities/themes for new surveys in partnership with MHT.	Local commissions, Local preservation organizations
Upgrade county and local websites to include links to existing and developing local databases, if they are different from MIHP. Use award-winning sites in recent years as models.	Local commissions
All commissions and staff participate in needs assessment.	Local commissions with MHT, MAHDC
Design and develop events where local citizens can contribute information about historic places or a cultural tradition that may be diminishing in importance or dying out.	Local commissions, Local preservation organizations with Maryland Traditions, Maryland State Arts Council

What we need to do to *UPDATE*: Five-Year Initiatives

What	Who
Train MAHDC circuit rider to provide ongoing assistance for local governments in preservation planning, including survey and documentation.	MAHDC, MHT
Mine compliance reports for information that can be added to current records.	MHT
Explore ways to support comprehensive conservation assessments, collection management plans, and conversion of inventory data to computer systems. Will build upon Museum Assistance Program needs assessment.	MHT, SMA, MAHM
Work with agencies and institutions involved in documenting and preserving cultural (intangible) heritage to set long-term goals and strategies.	Maryland Traditions, MHT, Maryland State Arts Council

[TO BE ADDED]

Expand and *UPDATE* documentation: Resources

- Case Study : Highlights from countywide surveys completed in 2009-2013 (Howard and Dorchester)
- “Did you know?” box: State funding for surveys in 2005 was \$ XX and it was eliminated completely by 2013
- “Did you know?” box: Prince George’s County and Waverly (Baltimore City) were most active in National Register nominations in last few years

Build capacity and *STRENGTHEN* networks:

Overview

For the preservation community to be most effective and efficient, it is critical for professionals and advocates to share information and resources with each other. Networking and information-sharing becomes even more important when groups are isolated, under-staffed or lacking in financial and organizational capacity.

In Maryland, the strongest relationships have typically existed on the regional or county level; much activism sprung from the county-wide trusts which existed in the late 20th century, but have been unfunded for the last 15 years. Some historical trusts survive with local support (*e.g.*, Washington, Kent, Harford, and Somerset), but others have been absorbed or disappeared.

In addition to those county-wide networks still in existence, regional heritage areas have stepped up to take on that networking function. Statewide networks such as Main Streets, the Maryland Association of Historic District Commissions, the Maryland Association of History Museums and Preservation Maryland's Colleagues Program (currently dormant) have addressed some of the demand for statewide networking, but there is currently no organization or umbrella that reliably brings the whole preservation community together.

Build capacity and *STRENGTHEN* networks

What we heard (key participant feedback, analysis)

- Like other cause-driven movements, preservation organizations encounter challenges in sustainable fundraising, organizational capacity, technology, staffing, and communications. Most groups are working and struggling in isolation. Where possible, pooling resources could help solve shared problems and lead to greater effectiveness.
- Local preservation programs/organizations should be self-sufficient and sustainable by investing locally and developing their own dedicated following and financial support.
- The statewide preservation community lacks a cohesive networking structure. There is no central distribution list. Renewed efforts are needed to bring training and resources to local efforts, while providing the preservation community with multiple avenues to share experiences and learn from each other.
- As a result of the weak network, information can be slow to reach the people who can take appropriate actions and/or respond to emergencies. In some cases demolition of valuable sites has already occurred.
- The decline in preservation funding in Maryland has led to a long-term reduction of preservation professionals who are moving to “greener pastures.” We are experiencing a “brain drain.”

What we need to do to *STRENGTHEN*

What	Who
STATEWIDE	
Renew Colleagues Program as the inclusive, central network for the statewide preservation movement.	Preservation Maryland with Main Street, MAHM, Heritage Areas, MAHDC, Local preservation organizations, Local commissions
Work together to develop protocols for list-sharing and information distribution. In the long-term, expand to include affiliated groups for whom preservation is a secondary focus or interest.	All regional and statewide entities: Preservation Maryland, MHT, Main Street, Heritage Areas, MAHM, MAHDC, etc.
Develop a series of one-day, one-theme workshops with the July 2013 "Summer School" as a model.	Preservation Maryland with MHT, Main Street, MAHM, MAHDC and others
Create a clearinghouse for training resources and opportunities and publish on central hub (website) which links to other sites.	Preservation Maryland with MHT, Main Street, MAHM, MAHDC and others
Work with MAHDC circuit rider to network commissions together and provide "best practices" and case studies.	MAHDC, MHT
Host regional training and networking opportunities with a goal of building regional networks.	MHT, Preservation Maryland, Main Street, MAHDC, MAHM, Heritage Areas

What we need to do to *STRENGTHEN*

What	Who
COUNTY AND LOCAL	
Work with Preservation Maryland to develop a protocol for sharing local contact information and ideas.	Local preservation organizations with Preservation Maryland
Work with MAHDC to develop a protocol for sharing local commission contact information and ideas.	Local commissions with MAHDC
Use Heritage Area coordinating committees and regional planners to feed information into the network.	Heritage Areas, MDP (regional planners), Preservation Maryland
Actively seek opportunities to share local resources and leverage efforts with allied groups.	Local preservation organizations, Main Streets, Heritage Areas
Sponsor “easy” networking events and informal social gatherings to share success stories and add contacts to network.	Local commissions, Local preservation organizations
Share organizational success stories and resources via the statewide network.	Local preservation organizations, Local commissions

What we need to do to *STRENGTHEN*: Five-Year Initiatives

What	Who
Foster regional (multi-county) preservation networks to better address regional needs.	Preservation Maryland with Heritage Areas, Main Street, MAHM, MAHDC, MHT, Scenic Byways (SHA) and others
Increase funding to provide technical support to local governments and commissions around the state.	MHT, MAHDC
Engage planners in local and emerging preservation districts to share success stories and tools.	MAHDC, MHT, MDP regional planners

Build capacity and *STRENGTHEN* networks: Resources

Statewide Groups Dedicated to Preservation

Name	Public/Private	Role	Constituency	Website
Archaeology Society of Maryland	Private, Non-profit	Supports and promotes Maryland archaeology	Lay and professional archaeologists	http://www.marylandarcheology.org/
Main Street Maryland	Public, Program of Dept of Housing and Community Development	Coordinates and supports designated Main Street communities	Designated local Main Street and eligible communities	http://www.neighborhoodrevitalization.org/programs/mainstreet/mainstreet.aspx http://www.mainstreetmaryland.org/
Maryland Association of Historic District Commissions	Private, Non-profit	Lead supporter of preservation commissions and staff	Local preservation commissions	http://mahdc.org/
Maryland Association of History Museums	Private, Non-profit	Lead supporter of culture and history museums	Culture and history museums	http://www.mahm.org/
Maryland Coalition of Heritage Areas	Coalition members have public and private funding	Coordinates and supports state's 12 certified heritage areas	Maryland heritage areas	http://www.marylandheritageareas.com/36/
Maryland Heritage Council	Advocacy coalition	Develops statewide preservation advocacy platform	Maryland preservation community	N/A
Maryland Historical Trust	Public, State Agency	State historic preservation office, carries out federal and state mandates and programs for preservation.	General public; state and local preservation groups	http://mht.maryland.gov/
Preservation Maryland	Private, Non-profit	Lead advocate organization for preservation	General public; local preservation groups	http://www.preservationmaryland.org/

COLLABORATE to Advance Shared Objectives: Overview

Like networking and information-sharing, collaboration helps partner organizations and agencies make the most of limited resources. In preservation advocacy, coordination and collaboration can also increase the likelihood of success by demonstrating strong support for a particular outcome, directing consistent focus on that outcome, and enhancing credibility of all partners.

Although participants in the plan indicated few places where preservation advocates worked in opposition to each other, there were numerous identified areas for greater collaboration, which in turn could lead to greater effectiveness. Feedback from the PreserveMaryland process also highlighted the need for better state agency collaboration and consistency, as well as collaboration between state and local government entities.

COLLABORATE to Advance Shared Objectives

What we heard (key participant feedback, analysis)

- Preservation groups and affiliates need to speak with one voice, particularly in state-level advocacy and advocacy toward specific projects. We need stronger leadership on the state and local level to identify shared goals, establish priorities, and work together to advance efforts.
- As much as possible, local preservation organizations should set goals proactively and invite positive collaboration with local government agencies and officials. This helps ensure success of outcomes and avoids the appearance of obstructionism.
- MHT should evaluate and build stronger partnerships with other state and federal agencies. Agencies should formalize collaborations and decide who takes lead on overlapping issues related to preserving and interpreting historic and cultural resources.
- Actively seek out partnerships with groups outside the preservation community that share project goals, using existing models (e.g., West Baltimore Squares).

What we need to do to *COLLABORATE*

What	Who
STATEWIDE	
Evaluate composition and roles of Council members with the goal of increasing the advocacy base. Obtain feedback from the larger community and develop an advocacy platform. Engage the statewide network in pushing for that platform.	Maryland Heritage Council
Work with Maryland Heritage Council to support statewide advocacy strategy.	MHT Board of Trustees
Evaluate partnerships with state and federal agencies, esp. DHCD, DBED, DNR, MDOT (including SHA), NPS. Prioritize opportunities to strengthen work and integrate into agency workplans.	MDP/MHT
Define statewide goals and strategies to advance K-12 history education through museums – natural locations for site-specific, experiential and authentic education.	Maryland Council for Social Studies, SMA, MHT, MAHM, Heritage Areas, Maryland Humanities Council
Provide updates on PreserveMaryland goals and recommended actions each year.	MHT

What we need to do to *COLLABORATE*

What	Who
COUNTY AND LOCAL	
Establish quarterly roundtables to discuss projects, goals and opportunities for collaboration.	Local preservation organizations, Local commissions, Main Streets, Heritage Areas, MDP regional planners
Coordinate with Preservation Maryland to advance preservation advocacy platform through outreach to officials in their home offices.	Local preservation organizations, Heritage Areas, Main Streets
Foster relationships with allied groups to advocate locally on quality-of-life issues, including preservation.	Local preservation organizations, Heritage Areas
Sponsor brown bag lunch presentations among local affiliates.	Local preservation organizations, Local preservation commissions, Main Streets, Heritage Areas
Share partnership/collaboration success stories and resources via the statewide network.	Local preservation organizations, Local commissions, Main Streets, Heritage Areas

What we need to do to *COLLABORATE*: Five-Year Initiatives

What	Who
Form a higher education task force to develop cross-disciplinary projects and find ways to integrate preservation education into community planning, anthropology, arts and humanities	Maryland Higher Education Commission, Maryland Humanities Council, MHAA; universities could include UMBC, UM, Morgan State, Washington College, St. Mary's College
Create or update web-based directory of county and local affiliates in planning, parks, recreation, tourism, arts and humanities.	Local (county-wide) preservation organizations, Heritage Areas
Establish a "SWAT team" between state and local governments and non-profits to better coordinate project reviews for proposed demolitions of historic properties.	MHT, MDP, state agencies (various) with Local commissions, Local preservation organizations
Conduct stewardship review of state-owned historic properties and publish report defining successes and areas for improvement. Note: will require additional resources; cannot be achieved with current staff.	MHT

[TO BE ADDED]

COLLABORATE to Advance Shared Objectives: Resources

- Chart: Historic Preservation Partner Agencies and Programs
- K-12 Case Study
- Collaboration Case Study (from Awards?)

Regional Issues: Overview

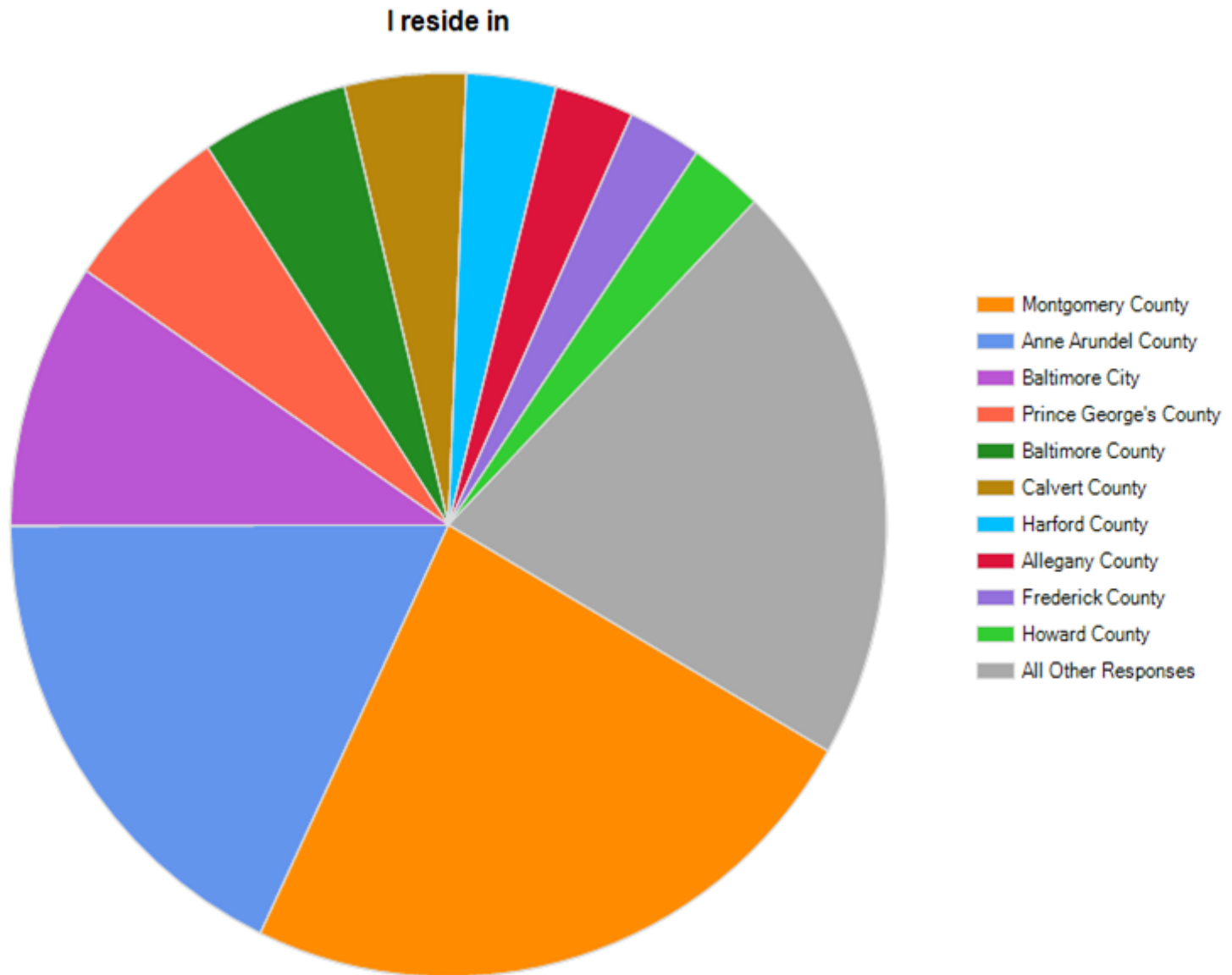
This section of the plan describes one or two pressing concerns identified for each region through the forums conducted during the PreserveMaryland planning process, as well as from analysis of the survey results on a county-by-county basis. We have grouped results based on Maryland's six planning regions.

The issues identified are not intended to comprehensively illustrate preservation threats for each region, and they should be considered *in addition to* those issues addressed by the five statewide goals.

We have not included recommended actions in this section, as the development of local action plans is best lead at the local level. However, we hope that highlighting these regional issues will help set a framework for future efforts, and we look forward to collaborating with local preservation advocates to address these issues.

[TO BE ADDED: Map of Maryland state planning regions,
Map of Maryland urban areas]

Survey Respondents by Geography



Regional Issues: Eastern Shore

Maryland's Eastern Shore is home to some of the state's earliest and most significant sites, including prehistoric landscapes and remnants of European colonial settlements.

Sea-Level Rise. The most recent estimates for sea-level rise in Maryland encourage planning for a rise of approximately two feet over 50 years, and for a rise of more than 5 feet for structures with a lifespan of more than 100 years. The frequency and intensity of storms such as Hurricane Sandy may increase as a result of the changing climate, creating additional risk. Because vulnerability to rising tides and storm surges varies along the coast, planning for sea-level rise must take place on a local level.

As the Chesapeake Bay and rivers and streams within the watershed were the primary historic and prehistoric trade and transit routes in Maryland, the coastal areas of the Chesapeake hold an extremely high concentration of vulnerable historic architecture and archaeological sites. The Lower Eastern Shore, including the internationally significant historic places associated with Harriet Tubman, is particularly threatened.

With funding from the Certified Local Governments program, the Maryland Historical Trust is currently partnering with the City of Annapolis on a pilot project to apply FEMA's guidance on hazard mitigation planning for cultural resources to help build resilience to sea-level rise. The process includes documentation, a vulnerability assessment, and the prioritization of intervention for historic and cultural resources as key steps. MHT hopes to share this model with other jurisdictions, including those on the Eastern Shore.

Resources: <http://www.fema.gov/environmental-planning-and-historic-preservation-program/integrating-historic-property-cultural>

[TO BE ADDED: sea-level rise projections
<http://csc.noaa.gov/slr/viewer/#>]

<http://www.umces.edu/sea-level>

Regional Issues: Eastern Shore

Beyond sea-level rise, the Upper Eastern Shore and Lower Eastern Shore Preserve Maryland participants shared very different preservation issues.

Upper Eastern Shore (Talbot, Caroline, Kent, Queen Anne's, Cecil)

- Within the region, development pressures were noted in Queen Anne's, Kent, and Cecil counties. In some areas, small towns and the region's rural character have already been compromised by expanding second home and retirement home development.
- Modest, vernacular structures in small communities have an important story to tell about the history of Maryland. Though these places are not valued highly in economic terms, they are emblematic of the rural heritage of the state and region and should be preserved and adapted for new uses as often as possible.
- [TO BE ADDED: Case Studies]

Lower Eastern Shore (Somerset, Worcester, Wicomico, Dorchester)

- Slow economic growth in recent years has hit the region hard, and preservation is sometimes viewed as a luxury. Buildings are deteriorating from vacancy and neglect; active demolition is a problem in some communities.
- Discussions regarding the protection and interpretation of Native American sites are just beginning, and are less formal than those in neighboring Delaware or in Southern Maryland.
- [TO BE ADDED: Case Studies]

Regional Issues: Central

Anne Arundel, Baltimore, Howard, Carroll, and Harford counties are formerly agricultural areas, and some of the region's rural landscapes and small towns have survived. Growth in the counties is often fueled by increasing residents who work in more urban areas, such as Baltimore, Annapolis and Washington, DC.

Development Pressures. Expanding residential and commercial development continues to change land uses in the region and encourage density in and around compact historic towns such as Annapolis and Ellicott City. Careful planning is needed to ensure that the historic character of the places – part of what makes these counties so attractive to new residents – is preserved while accommodating necessary growth.

Fragmented Network. The central part of Maryland does not easily fit together as a cohesive unit, in terms of historic resources, heritage themes and a local preservation network. Preservation activities and capacity vary from county to county. Advocates and organizations working in relative isolation struggle to share strategies and resources; this is particularly true of those areas not included in the Four Rivers Heritage Area, the (recognized) Patapsco Heritage Area, the Heart of the Civil War Heritage Area, and the Lower Susquehanna Heritage Area. More work needs to be done to understand opportunities for collaboration and how to improve the network. (NOTE: This ties to the “STRENGTHEN” goal in the statewide plan.)

[TO BE ADDED: Case Studies]

Regional Issues: Baltimore City

Baltimore City has the highest concentration of historic resources in the state of Maryland.

Large-scale demolition/"Right-sizing." Baltimore Department of Housing and Community Development (HCD) has identified strategic demolition as an important element in revitalizing distressed neighborhoods. At the same time, the HCD recognizes that historic properties can be a vital community asset and historic preservation should be considered in revitalization planning. The HCD has agreed to continue to consider historic preservation as part of future HCD planning efforts. However, concerns remain about the level and quality of consultation with CHAP and local preservation advocates, as well as cumulative impacts of demolition and the lack of a large-scale, coordinated plan and criteria for demolition.

Year of Signed Agreement	Number of Historic Properties Demolished under Section 106 Consultation
2013 (4 undertakings)	421
2012 (3 undertakings)	306
2011 (4 undertakings)	584
2010 (1 undertaking)	9
2009 (2 undertakings)	92

To illustrate the issue: since 2009, MHT reviewed and commented on the demolition of 1,421 historic buildings in Baltimore. This number only includes properties with some type of state or federal involvement, and does not take into consideration properties demolished with city or private funds or properties that are not historic and/or unevaluated. The City has announced that it plans to spend \$21.4 million on demolition efforts in 2014 and 2015.

Resources for "right-sizing":
ACHP guidance, Michigan study

Regional Issues: Baltimore City

Improve CHAP programs and processes. CHAP is undertaking several progressive initiatives to improve preservation process and implementation in Baltimore City. These include a rewrite of the CHAP Ordinance, revision of Design Guidelines to address lead paint in historic buildings, and consideration for historic resources in the City's Disaster Preparedness and Planning Project (DP3). All of these initiatives involve the public through hearings and outreach. CHAP has and will continue to coordinate with preservation partners, local architectural review committees and the public at large. These efforts, particularly the rewrite of the CHAP Ordinance, provide an opportunity to strengthen the local network and help CHAP improve its process, public access, and forms. (Note: this ties to the "IMPROVE" and "COLLABORATE" themes in the statewide plan.)

Local incentives. Baltimore City's successful local tax credit program, which has leveraged a direct investment of \$587 million since its inception in 1996, is slated to sunset on February 28th, 2014. This is an opportunity to bring the Baltimore preservation community and affiliates together in an advocacy campaign. Baltimore Heritage, Inc. has agreed to coordinate this effort, with the dual goal of reauthorizing the tax credit and strengthening the advocacy network for city preservationists. (Note: this ties to the "IMPROVE" and "COLLABORATE" themes in the statewide plan.)

Regional Issues: Washington, DC Metro

Prince George's*, Montgomery, and Frederick counties are all formerly agricultural regions with very different development histories. All have been and continue to be dramatically effected by the growth and development of Washington, DC.

Modernism and the Recent Past. Prince George's and Montgomery counties, in particular, are rich with commercial, industrial and residential properties built in the mid-20th century, many of which are or may qualify as historically significant. Many local preservation organizations and advocates in the region are aware of or interested in this issue but efforts are not well-coordinated, nor is there yet consensus on which sites are the best candidates for attention.

[TO BE ADDED: Resources for Modernism/Recent Past]

Vanishing Agricultural Heritage. Given the state's commitment to Smart Growth, and the increasing demand for high-density development in the DC Metro area, prioritizing the preservation of formerly agricultural properties remains a challenge. Although the need for greenspace in the area is critical, some PreserveMaryland participants questioned the effectiveness of saving isolated farmsteads; others noted that a better understanding of archaeological resources in the area was necessary to help guide development.

*Issues in southern Prince George's County, Maryland are more closely aligned with the "Southern" region and addressed in that section.

[TO BE ADDED: Case Studies]

Regional Issues: Western

The historic rural character of Allegany, Washington and Garrett counties is still largely intact, including remnants of the region's industrial past, such as mining, early transportation efforts (e.g., the Chesapeake & Ohio Canal and the National Highway) and railroads.

Rural and Industrial Heritage. Although residential and commercial development pressures are not as acute as in other parts of the state, preservation concerns include the protection of scenic vistas and gateways to small towns. PreserveMaryland participants highlighted the need to develop heritage tourism opportunities that also enhance quality of life for residents, rather than focusing benefits of economic development exclusively on tourists.

Local Planning Control. Participants in the PreserveMaryland survey and public forum noted a strong desire for local governments and organizations to control setting priorities for land use planning and preservation in the region. They indicated that local staff and advocates could better evaluate and implement projects, but encouraged continued state participation as a funding partner.

Demolition and Neglect. Like many parts of the state that have experienced economic disinvestment, the routine demolition and neglect of historic properties is an ongoing concern (see also "Lower Eastern Shore").

[TO BE ADDED: Case Studies]

Regional Issues: Southern

Like the Eastern Shore, Calvert, Charles and St. Mary's counties contain sites of great significance related to the early prehistoric and colonial settlements in the state. Historically agricultural, the southern region remains fairly rural, but is growing fast in some areas, prompting a need for careful development planning and review.

Archaeology. Beyond the five goals identified for the statewide plan, the major issue raised in southern Maryland was archaeology. More survey is needed to document and understand Native American sites in particular, requiring additional county-level resources. Wherever possible, each county should enhance its review and protection of potential archaeological resources threatened by development. With funding from the Maryland Historical Trust's Certified Local Government program, Charles County will hire an archaeological consultant and create a potential model for development reviews. More work needs to be done to develop interpretative and preservation strategies for significant Native American sites and to connect those sites into a more cohesive interpretation of tribal histories across the state.

Lower Potomac Corridor. Although not traditionally part of Southern Maryland, preservation organizations and advocates in (primarily) southern Prince George's County hope to enhance the tourism potential of this "Gateway to the Potomac," which is rich in conservation and scenic values, Native American heritage, and African American heritage. The area does not fall under the umbrella of a heritage area, but the Potomac River Heritage Tourism Alliance is leading an effort to draw together preservation interests in the region (including the National Park Service, Accokeek Foundation, the Southern Maryland Heritage Area, and the Piscataway tribe) to promote collaboration, better resource protection and increased visibility.

[TO BE ADDED: Case Studies]

Conclusion: Immediate Action Steps 2014-2016

Theme	What	Who
CONNECT	Share positive preservation stories and provide links via a Preservation Maryland web page and multiple social media outlets.	Web page/social media – MHT, Preservation Maryland Uploads – Locals, Heritage Areas
	Create local training programs and/or roundtables to target realtors and developers. Model after existing successful programs.	Local commissions, Local preservation organizations, Main Street
IMPROVE	Continue and accelerate the training programs for local commissions. Execute the additional modules which have been proposed.	MAHDC
	Simplify tax credit process for small commercial projects to stimulate more activity.	MHT
	Create and share local “best practice” case studies (e.g., tax credit, technical practices, construction best practices, code enforcement).	Local staff; share with MAHDC and MHT for broader dissemination

Conclusion: Immediate Action Steps 2014-2016

Theme	What	Who
UPDATE	Conduct needs assessment of local governments related to documentation and survey. Develop statewide priorities.	MHT, MAHDC
	Increase funding for survey to achieve PreserveMaryland goals and support state and local documentation efforts.	MHT
STRENGTHEN	Renew/recreate the Colleagues Program as the inclusive, central network for the statewide preservation movement.	Preservation Maryland with Main Street, MAHM and others
COLLABORATE	Evaluate the composition of the Maryland Heritage Council, with the goal of increasing the advocacy base. Obtain feedback from the larger community and develop an advocacy platform. Engage the statewide network in pushing for that platform.	Maryland Heritage Council
	Establish quarterly roundtables to discuss projects, goals and opportunities for collaboration.	Local preservation organizations, Local commissions, Main Streets, Heritage Areas, MDP regional planners